

Its no secret, that for most of us, we're chasing the Great Australian Dream. However, this dream cannot continue. As the drastic (predicted) rise in population draws near, the demand for land and houses will increase and further stress will be put on the cities' infrastructure.

The selfish attitude of owning an oversized house on an oversized block needs to cease if Australia is to successfully cope with increased density. For that to occur a 'manipulation of the human psyche' must take place in order to change the dream to one that is more sensitive to the community and the country as a whole.

Architecturally, the opportunity to shift the psyche will be the result of careful design. The design of this affordable housing model involves creating a mixed diversity community through removing socioeconomic boundaries, to create a more equal mind state among residents. The design of the community that encourages interaction, community participation and mentoring among other things will be crucial to its success.

Benefits of having a mixed socioeconomic class in the one community could possibly have the following psychological effects (if a non-hierarchical approach is taken). It can improve morale amongst poorer people, as the wealthier people embrace them and include them in their community. A diverse mix of people will mean that entire city block would not be dedicated solely to a low social class, therefore reducing the negative impact on Surry Hills.

Social status plays a major role in the Australian mentality. Our competitive nature ensures that we strive to have the biggest, best, and most luxurious. Nationwide, this psyche needs to shift away from material possessions and focus more on community benefits.

Key thinking behind the scheme attempts to shift the human psyche in order to encourage and accept a changed way of living. Further benefit of having a diverse mix of socio economic status residents is that the wealthier residents rental or apartment costs can be increased subsidize the not so.

The challenge was getting wealthier people to accept living in an affordable housing development as well as convincing them that their rent or mortgage cost would be greater than others. The key to overcoming this was to provide sufficient amenity on site. Amenity that wouldn't normally be reserved for affordable housing developments. The benefits of providing such extensive amenities such as gyms, recreation halls, art galleries etc is that not only does it make living at this site more inviting, it also gets the surrounding Surry Hills community involved, therefore further enhancing the community spirit, but also injecting funds into the site which can be used to further offset rental and mortgage costs.

Typically, affordable housing developments are associated with run down and poorly looked after buildings. To combat this, I've invented a "community Economy" where incentives are provided to reward positive contributions.

The human psyche will be a tough nut to crack, but it wont be impossible. Just as it has been manipulated to its current state of mind, it can be manipulated to revert to a better model. Through means such as media, high profile influences, government regulations and rules, standards of living that have arisen out of my proposed affordable community.